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ATTACHMENT 1

PROGRAM SCOPE AND DESCRIPTION FY2015

The purpose of this contract is to set forth the rights, obligations and responsibilities of Downtown Durham, Inc. to perform certain economic development functions for the City on a contract basis. Downtown Durham, Inc.'s extensive knowledge of the downtown Durham community and its strong relationships with business, political, governmental and educational leaders allows Downtown Durham, Inc. to effectively serve the City of Durham's needs in concert with the Office of Economic and Workforce Development.

Downtown Durham, Inc. shall provide the following program services:

1) Major Responsibilities:

- a) Recruit investors, businesses and residents to downtown Durham to increase the critical mass of people living, working and visiting downtown. Track and provide analysis of the following:
 - a. Number of new property sales in downtown
 - b. Positive growth in investments made in downtown
 - c. Positive growth in the number of square feet of office leasable space
 - d. Increase in downtown street-level retail or restaurant businesses
 - e. Attempt to maintain office occupancy of 85%.
- b) Assist those who are seeking to invest, lease or purchase space in downtown by providing information and tours of downtown resulting in
 - a. 40 new clients served by DDI for fiscal year 2015.
 - b. Increase in new businesses locating in downtown
 - c. Increase in new residential units
 - d. Increase in new downtown residents
 - e. Increase in businesses retained in downtown
- c) Speak to community groups and business organizations about downtown revitalization efforts and promoted marketing events:
 - a. Speak to various community groups about downtown's revitalization
 - b. Increase in "followers" of Downtown Durham, Inc. social media
 - c. Positive press about Downtown Durham, Inc. activities via print and electronic media.
- d) Actively participate in the Parrish Street Advocacy Group as requested.
- e) DDI in conjunction with OEWD will work to implement two major strategies from Downtown Master Plan
- f) Public Policy
 - a. Research Public Policy issues, including peer city research, best practices, expert consultation, etc.
 - b. Review and comment on any city ordinances or policy changes related to Downtown and offer strategic research based advice and input
 - c. Assist businesses, developers, residents and other investors with navigating public process
 - d. Actively participate in City, County and community boards & committees to further advance downtown Durham as a community priority.
 - e. Provide best practice research and assistance to create a more efficient and user friendly development.

52 2) Reporting:
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- 54 a) Downtown Durham, Inc. shall furnish the City Manager or his designee the
55 periodic reports, including an accounting for all expenditures of City funds
56 pertaining to the services undertaken.
57 b) Additionally, Downtown Durham, Inc. shall provide:
58 1. Quarterly deliverables will be reported on the "Attachment 2 – Downtown
59 Durham, Inc. Quarterly Deliverables Report Form FY 2015"
60 2. Communication from Downtown Durham, Inc. on progress as requested by
61 the City.
62 3. Team meetings held between DDI and OEWD as needed. Joint staff
63 meetings held as needed.
64 4. An annual report presented to the Durham City Council.
65 5. All marketing materials include promotion of the Office of Economic and
66 Workforce Development either prominently displayed or at a minimum with
67 the following statement (where applicable): "Funding for this product/service
68 has been provided by the City of Durham's Office of Economic and Workforce
69 Development."
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